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UNITED STATES DEPARTMENT OF AGRICULTURE  
Director of Information  
Washington

March 10, 1943

OFFICE OF INFORMATION MEMORANDUM NO. 52

Distribution to the Field of Informational Aids

Pursuant to the authority vested in me by Secretary's Memorandum No. 105<sup>4</sup>, dated December 10, 1942, to integrate the informational services of the Department, and in order to carry out more effectively the informational phases of the responsibilities placed upon the Secretary for the nation's food program by Executive Order No. 9280 of December 5, 1942, the following procedures are hereby made effective as to distribution of general informational aids to field information officers of the Department, State Extension Service editors, and cooperating agencies:

1. In order to accomplish the Department's total wartime information program, all field information services and facilities of Department agencies must be fully utilized. Many of the necessary information campaigns involve activities of more than one agency in the Department. Information aids in connection with such campaigns should be quickly distributed to information officers of the agencies directly concerned, and to information officers of other agencies in order that they may be able to lend assistance. Therefore, it is directed that information aids in support of campaigns shall be distributed as promptly as possible to field information officers.
2. In order to assure such distribution, a distribution control officer is hereby established in the Office of Information. His responsibility shall be, in consultation with appropriate officials, to arrange for proper distribution of informational aids to field information officers of the Department, extension editors and cooperating agencies.
3. The term "informational aids" as used herein means: Stories for adaptation and release at field points; information handbooks and kits; calendars of suggested materials or informational activities to be developed in the field; information news letters; information "background statements"; newspaper mats; cartoons; film strips; posters; compilations of quoted material, and such similar and related material as the Director of Information determines. "Informational aids" does not include Washington releases to the press or radio; exhibits and displays; motion pictures; individual letters furnishing requested information; directions of an administrative nature to informational workers from their supervisors; copies of information

aid items sent through administrative channels to field administrative officers for their information in the supervision of information officers under their direction.

4. Information aids in support of campaigns which concern the activities of more than one Department agency will usually be distributed as follows:

Fifteen copies (or more if the nature of the item requires) to each State USDA War Board for distribution among Board members.

Through their agencies, one or more copies to each regional or State information officer.

The premise for such distribution of informational aids is that in the State or other local area, campaign informational plans for their use will be worked out, generally through the USDA War Boards, and under general leadership of the Field Information Service regional representatives of the Office of Information. Such material as is issued in support of any program for which responsibility has been assigned to the War Board shall be cleared with the War Board chairman or his representative.

*Morse Salisbury*  
Director of Information